LODGING

The changing lodging industry encompasses growing and varied employment and career advancement opportunities. This course prepares students for gainful employment and/or post-secondary training in the lodging industry. Content provides students the opportunity to acquire marketable skills by examining the industry, exploring career opportunities and developing the interpersonal and technical skills.

Recommended Pre-requisite: Foundations of the Hospitality Industry

Recommended Credits: 1-3*

Recommended Grade Levels: 10th, 11th, 12th

Note (1):   It was the consensus of both the business representatives and the teachers involved in the drafting of standards that the current marketing course titled Hospitality and Tourism be divided into two courses: Lodging and Travel and Tourism.

*Note(2):   Standards to be completed for 1 credit are identified with one asterisk (*). A paid, credit-generating work-based learning component is recommended for advanced students for up to 2 additional credits. This standard is identified by two asterisks (**).

LODGING

<u>*STANDARD 1.0</u>

The student will explore the nature and scope of the lodging industry.

<u>*STANDARD 2.0</u>

The student will analyze various career opportunities within the lodging industry.

<u>*STANDARD 3.0</u>

The student will assess the function of economics as it relates to the lodging industry.

<u>*STANDARD 4.0</u>

The student will interpret ethical, legal, government and safety considerations in conjunction with lodging industry standards.

<u>*STANDARD 5.0</u>

The student will demonstrate interpersonal and employability skills required in the lodging industry.

<u>**STANDARD 6.0</u>

The student will practice industry-related business skills.

<u>*STANDARD 7.0</u>

The student will examine marketing strategies utilized in the lodging industry.

<u>*STANDARD 8.0</u>

The student will demonstrate leadership, civic consciousness and communication skills.

<u>*STANDARD 9.0</u>

The student will demonstrate the integration of related subject matter to marketing applications.

LODGING

COURSE DESCRIPTION: This course is a study of the various components of the lodging industry. Subject matter will include technical and operational skills, and interpersonal skills.

STANDARD 1.0

The student will explore the nature and scope of the lodging industry.

LEARNING EXPECTATIONS

The student will:
1.1   Analyze the history of the lodging industry.
1.2   Relate the evolution of the lodging industry to today's economy.
1.3   Distinguish between the different types of lodging.
1.4   Recognize the wants/needs of the different guests.
1.5   Employ terminology used in the lodging industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:
1.1   Utilize current technology and resources to compare and contrast past and present industry practices and trends.
1.2   Research the various types of lodging.
1.3   Role-play the skills needed to determine the needs of various guests.
1.4   Measure the impact of customer service skills in the lodging industry.
1.5   Utilize lodging terminology in a role-play situation.

SAMPLE PERFORMANCE TASK

*Prepare a research paper discussing the various types of lodging and how they appeal to customer's various wants and needs. Grading rubrics will include evaluating content, format, creativity and realism.

INTEGRATION/LINKAGES

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

STANDARD 2.0

The student will analyze various career opportunities within the lodging industry.

LEARNING EXPECTATIONS

The student will:
2.1   Illustrate the various departments of lodging organization.
2.2   Compare the organization structure of large and small lodging establishments.

2.3   Examine various career opportunities within the lodging industry.
2.4   Determine educational and training requirements in the lodging industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:
2.1   Identify organizations, then outline the structural and functional areas in a lodging
       establishment.
2.2   Examine the structure of a local lodging establishment.
2.3   Research career opportunities within the lodging industry.
2.4   Utilize technology and resources to determine educational and training requirements.

SAMPLE PERFORMANCE TASK

*Assemble organizational charts diagramming the organizational structure of the various
departments in the lodging industry.

INTEGRATION/LINKAGES

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts,
DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

STANDARD 3.0

The student will assess the function of economics as it relates to the lodging industry.

LEARNING EXPECTATIONS

The student will:
3.1   Use basic economic terms and concepts.
3.2   Distinguish between the different types of economic systems to the impact on lodging
       trends.
3.3   Interpret the impact of lodging on the local and global economy.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:
3.1   Utilize appropriate economic terminology in discussing the lodging industry.
3.2   Compare and contrast the different types of economic systems and lodging standards
       within each.
3.3   Analyze the growth and trends of the lodging industry on the local and global economy.

SAMPLE PERFORMANCE TASK

*Plan an event for the community and determine what impact it will have on the local
economy. The evaluation will be based on creativity, design, organization, feasibility.

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association, Economics

STANDARD 4.0

The student will interpret ethical, legal, governmental and safety considerations in conjunction with lodging industry standards.

LEARNING EXPECTATIONS

The student will:
4.1   Assess the responsibilities involved in the employer/employee relationship.
4.2   Examine the value of ethical responsibilities as they apply to the lodging industry.
4.3   Investigate current laws which govern the lodging industry.
4.4   Interpret safety and security practices used in the lodging industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:
4.1   Relate various individual work-related experiences.
4.2   Role-play different situations involving ethical decision making.
4.3   Utilize technical resources to research laws pertaining to lodging.
4.4   Develop scenarios involving safety and security procedures.

SAMPLE PERFORMANCE TASK

*Create a hypothetical situation involving safety/security describing appropriate/ inappropriate responses. Students vote on their 3 top choices. Using the top 3 winners, students will act out these scenarios. Evaluate the written assignment and the role-play based on creativity, completion and participation.

INTEGRATION/LINKAGES

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

STANDARD 5.0

The student will demonstrate interpersonal and employability skills required in the lodging industry.

LEARNING EXPECTATIONS

The student will:
5.1   Develop skills needed for job application, job interview, advancement and growth.
5.2   Practice time management skills.
5.3   Demonstrate professional dress standards.

5.4 Demonstrate appropriate communication skills needed in the lodging industry.
5.5 Analyze the critical aspects of image as it relates to building positive customer relationships.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:
5.1 Write a resume and complete a job application.
5.2 Create a script used for role-playing job interviews.
5.3 Keep a date book and meet deadlines.
5.4 Critique scenarios for appropriate and inappropriate communications skills.
5.5 Interview personnel in the lodging industry to determine the impact of image on customer relationships.

SAMPLE PERFORMANCE TASK

*Role-play a mock interview for positions in the lodging industry. The grading is based on preparation, dress and appropriateness of responses.
*Role-play communication and image scenarios.

INTEGRATION/LINKAGES

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

STANDARD 6.0

The student will practice industry-related business skills.

LEARNING EXPECTATIONS

The student will:
6.1 Locate on a map and/or a globe various geographical locations.
6.2 Calculate math transactions performed in the lodging industry.
6.3 Demonstrate necessary skills related to technology used in the lodging industry.
6.4 Demonstrate reading and writing skills necessary for the lodging industry.
6.5 Examine approaches to the negotiation process.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:
6.1 Plan a travel itinerary between two or more destinations.
6.2 Solve math calculations from actual industry examples.
6.3 Simulate operations of industry-related technology.
6.4 Revise or formulate samples of industry-related materials.
6.5 Create and role-play situations that demonstrate negotiation skills necessary for success in the industry.

*Plan a travel itinerary between two or more destinations, including the calculations of distances, costs, etc.

INTEGRATION/LINKAGES

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

STANDARD 7.0

The student will examine marketing strategies utilized in the lodging industry.

LEARNING EXPECTATIONS

The student will:
7.1   Compare marketing strategies within the lodging industry based on a target market.
7.2   Relate a particular marketing strategy to a specific type of lodging.
7.3   Evaluate a specific marketing strategy.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:
7.1   Utilize technical resources to research marketing strategies including areas of selling, promotion and advertising.
7.2   Apply a specific marketing strategy to a specific type of lodging.
7.3   Measure the success/failure of a chosen marketing strategy.
7.4   Design a presentation to share the research findings.

SAMPLE PERFORMANCE TASK

*"Open" a new lodging property. Grading will be based on completion of these areas: promotion, selling and advertising based on the determined target market. Presentation materials must be prepared and presented to the class members.

INTEGRATION/LINKAGES

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

STANDARD 8.0

The student will demonstrate leadership, civic consciousness and communication skills.

The student will:
8.1 Demonstrate involvement in DECA activities.
8.2 Value efforts of civic consciousness.
8.3 Develop leadership and communication abilities through class-related activities of DECA.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:
8.1 Select at least three activities during the year in which to participate.
8.2 Tabulate hours of volunteer service to the community.
8.3 Practice leadership skills in a business meeting setting.

SAMPLE PERFORMANCE TASK

*Students will plan, organize and implement a party for a senior citizens' home and conduct written surveys of residents' evaluation of the event.

INTEGRATION/LINKAGES

SCANS, Industry Standards, Foreign Language, Math, Computer Skills, Language Arts, DECA, Tennessee Hotel/Motel Association, American Hotel/Motel Association

STANDARD 9.0

The student will demonstrate the integration of related subject matter to marketing applications.

LEARNING EXPECTATIONS

The student will:
Language Arts
9.1 Write formally in reports, narratives and essays.
9.2 Read and interpret technical manuals.
9.3 Design oral presentations.

Social Science
9.4 Evaluate geographic, sociological and economic factors relating to the industry.

Mathematics
9.5 Apply algebraic formulas while solving problems.
9.6 Estimate probabilities and predict outcomes.
9.7 Read and interpret graphs, illustrating quantitative data.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:
9.1   Present a written report.
9.2   Present an oral interpretation of a policy manual's guidelines.
9.3   Give directions correctly.
9.4   Prepare a report on a target markets' geographic range for a selected business.
9.5   Calculate discounts.
9.6   Analyze a sales report (in graph form).

SAMPLE PERFORMANCE TASK

*Develop and implement a demographic study on a selected target market.

INTEGRATION/LINKAGES

English, Algebra, Sociology, Psychology, Government Industry Standards, SCANS,
Marketing Education National Standards

<u>SUGGESTED RESOURCES</u>

Hospitality & Tourism - An Introduction to the Industry
  Robert A. Brymer
  Eighth Edition, Kendall/Hunt Publishing Co.
Tennessee Hotel/Motel Association
Tennessee Hospitality Education Center
American Hotel/Motel Association
  Washington D.C.
Opportunities in Hotel and Motel Careers
  Shepard Henkin
  VGM Career Horizons
MarkED Resource Center
  Columbus, OH